

商务英语 Business English

一、培养目标 Training Objectives

面向地方社会经济发展需求，践行湖州师范学院“明体达用”校训精神，保持“英语本色”、凸显“商务特色”，旨在培养具有扎实的语言基本功、较强的听说读写译能力和人文素养、宽广的国际视野、专门的国际商务知识与技能，掌握外国语言文学、应用经济学、工商管理、法学（国际商法）等相关学科的基础理论与知识，具备商务英语应用能力、跨文化交际能力、商务实践能力、思辨与创新能力，能从事国际商务工作的复合型、应用型英语人才。

In order to fit the needs of local social and economic development, practice the spirit of the motto of Huzhou University “明体达用” (to understand the system to achieve practically), keep the “natural color of English”, highlight the “business characteristics”, this major aims to cultivate compound and applied talents of English who are equipped with solid basic language skills, strong abilities in listening, speaking, reading, writing and translation and humanistic quality, broad international vision, specialized knowledge and skills in international business, master the basic theory and knowledge of related subjects including Foreign Language and Literature, Applied Economics, Business Management, Law (International Law) etc., possess abilities in application of business English, intercultural communication, business practice, thinking and innovation in international business.

二、基本规格 Basic Specifications

使学生具有扎实的英语语言基础和较强的听、说、读、写、译能力；系统掌握商务英语学科的基本知识、基本理论，了解本学科的理论前沿和发展动态；了解国内外有关商务、经贸、管理、金融等方面的政策、法律法规，掌握国际商务所需要的基础理论和基本技能；熟悉英语国家文化以及国际商务文化，具备较强的跨文化商务交际能力。学会运用所学知识，具有分析问题，解决问题的初步能力；能较熟练地掌握一门第二外语；能利用计算机和现代网络技术开展工作，具有一定的科学研究和实际工作的能力。

Students are required to be equipped with solid basic language skills and strong abilities in listening, speaking, reading, writing and translation, master basic knowledge and theory of subjects related to Business English, understand the theory

frontier and development trends in this field, understand relevant policies, laws and regulations related to business, economy, trade, management and finance at home and abroad, master the basic theories and skills required for international business, be familiar with culture of English-speaking countries and international business culture and have strong skills in intercultural business communication. They are also required to learn to apply knowledge what you have learned, develop preliminary ability to analyze and solve problems, be proficient in a second foreign language, be able to work with computers and modern network technology and be capable of scientific research and practical work.

三、学制与学位 Length of Schooling and Degree

1. 学制与修业年限 Length of schooling & Study duration

标准学制为四年，在校修业年限四年制为 3-6 年。

The standard length of schooling is four years. Study duration can be 3-6 years.

2. 最低毕业学分和授予的学位

Minimum Credits for Graduation and the Degree Awarded

最低毕业总学分为 160 学分，授予文学学士学位。

The minimum credits required for graduation is 160 credits; Bachelor's Degree in Arts will be awarded.

四、主干学科和主要课程 Main Subjects and Main Courses

主干学科：英语语言文学

Main subject: English Language and Literature

核心课程：基础英语、英语听力、英语阅读、英语口语、英语写作、高级英语、商务英语阅读、商务英语写作、国际贸易实务、商务英语翻译、高级商务英语、商务英语口语、跨文化交际、经济学导论、国际商法、管理学、国际市场营销

Core courses: Basic English, English Listening, English Reading, Oral English, English Writing, Advanced English, Business English Reading, Business English Writing, International Trade Practice, Business English Translation, Advanced Business English, Oral Business English, Intercultural Communication, Introduction to Economics, International Commercial Law, Management, International Marketing.